

# Media Arts and Visual Design & Imaging CTAG Survey

## 1. Respondent Information

**April 21, 2022**

Please complete the survey online by **Thursday, May 5, 2022**.

The purpose of this survey is to gather data on the current Career-Technical Assurance Guide (CTAG) courses in the areas of Media Arts and Visual Design & Imaging and the courses taught at Ohio public colleges and universities that align to them. These CTAG courses are scheduled to undergo the formal revision process soon, which will include the updating of CTAG course learning outcomes as necessary and the possible identification and development of new CTAG courses in these areas. This revision process is conducted as a collaboration between the Ohio Department of Education (ODE), the Ohio Department of Higher Education (ODHE), and faculty at both secondary and post-secondary institutions.

The data provided in this survey will help faculty experts and ODHE and ODE staff members to assess the degree to which the current CTAG courses reflect curricula being taught at Ohio public colleges and universities. These data will also enable us to ensure that our CTAG compliance records are up-to-date and that we can most effectively support the students of Ohio.

We ask that **one representative** complete this survey on behalf of your institution as soon as possible, but **no later than Thursday, May 5, 2022**. Please share this survey with the person most familiar with the content and subject matter.

Jon Lundquist, Columbus State Community College, is the faculty expert who will be compiling and reviewing the data from this survey. Specific questions relevant to the content components of the alignment can be addressed to him at [jlundqui@cscc.edu](mailto:jlundqui@cscc.edu) with a carbon copy to Ben Parrot ([bparrot@highered.ohio.gov](mailto:bparrot@highered.ohio.gov)).

We thank you in advance for your valuable input.

### \* 1. Demographic Information about the person completing this survey

Name	<input type="text"/>
Institution	<input type="text"/>
Department	<input type="text"/>
Title	<input type="text"/>
E-mail	<input type="text"/>
Phone	<input type="text"/>

### \* 2. Please indicate the type of institution that you represent

- ☐ University
- ☐ Regional Campus
- ☐ Community College

## 2. Media Arts Curriculum

\* 3. Does your institution offer one or more courses in the areas of Digital Media Arts / Production / Communication, Visual Design & Imaging, Digital Design and Graphics, and/or Interactive Media?

☐ Yes

☐ No

### 3. Media Arts Curriculum

\* 4. Does your institution offer degree programs in the areas of Digital Media Arts / Production / Communication, Visual Design & Imaging, Digital Design and Graphics, and/or Interactive Media?

☐ Yes

☐ No

### 4. Media Arts Curriculum

\* 5. Which degree program(s) does your institution offer in the areas of Digital Media Arts / Production / Communication, Visual Design & Imaging, Digital Design and Graphics, and /or Interactive Media?

\* 6. In which departments/divisions are these degree programs housed at your institution?  
Please select all that apply.

☐

Art

☐

Business

☐

Communications

☐

Interdisciplinary Media

☐

Marketing

☐

Other (please specify)

\* 7. In the future, is your institution considering adding a new degree program that features skills that relate to a UI/UX Mobile Designer?

☐

Yes

☐

No

☐

Unsure

If yes, when do you hope to implement this new program?

## Media Arts and Visual Design & Imaging CTAG Survey

### 5. CTMDA001

Please review the following information for this currently approved CTAG course:

#### **CTMDA001 - Introduction to Digital Media Arts and Media Design**

General Course Description: An overview of the aesthetics, history, and business aspects of Media Arts as they are created, manipulated, and distributed. Examples of the Media Arts include, but are not exclusive to, the production of animation, digital games digital photography, interactive design, illustration, traditional print design, music, sound design, and video/film.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Analyze the creative and commercial decisions of production in the Media Arts, and evaluate the success/failure of those decisions
2. \* Compare and contrast media innovations to appraise production choices and distribution options
3. \* Consider the philosophical and ethical issues that arise in digital communication specific to the Media Arts
4. \* Develop an effective media presentation incorporating a variety of digital tools
5. \* Develop an historical perspective of how Media Arts technologies evolved
6. \* Employ formative evaluation to the production process in Media Arts
7. \* List and describe the principle aesthetic fields in the Media Arts (e.g. light and color; two-dimensional space, three-dimensional space, time-motion, and sound, rule of thirds)
8. \* Qualitatively evaluate mediated messages
9. \* Understand the role of the Media Arts in a contemporary, political, and cultural context

\*Asterisk Indicates Essential Learning Outcomes

8. Are there any skill set changes or wording alterations you believe need to made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 9. Does your institution offer a course that may align to the above CTAG course?

☐ Yes

☐ No

6. CTMDA001

\* 10. What is the name and number of the course at your institution that may align to CTMDA001?

\* 11. How many credit hours are awarded for this course?

### 7. CTMDA002

Please review the following information for this currently approved CTAG course:

#### **CTMDA002 - Introduction to Audio Production**

General Course Description: This course covers how to record, edit, and design with audio through a combination of lecture, lab, and student projects. Upon completion of this course, the student will be able to design, capture, and create audio for a variety of media including TV, web, and CD.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Acquire skills in mixing, microphone techniques, recording and editing
2. \* Demonstrate command of theory and skills by completing audio projects
3. \* Understand principles of audio production
4. \* Understand the relationships among aesthetics, narrative, and technologies of audio production

\*Asterisk Indicates Essential Learning Outcomes

12. Are there any skill set changes or wording alterations you believe need to be made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 13. Does your institution offer a course that may align to the above CTAG course?

☐ Yes

☐ No

8. CTMDA002

\* 14. What is the name and number of the course at your institution that may align to CTMDA002?

\* 15. How many credit hours are awarded for this course?



## 9. CTMDA003

Please review the following information for this currently approved CTAG course:

### **CTMDA003 - Introduction to Single Camera Video Production**

General Course Description: This course covers the production of digital video in its three stages: pre-production, production, and post-production. Studio practice will include screenwriting, storyboarding, single camera operation, lighting, and digital video editing. Working independently and in groups, students work on projects including commercials, short subject narratives, and documentaries.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Acquire skills in single camera production styles, in lighting techniques, editing techniques, graphic design, creative collaboration and storytelling
2. \* Demonstrate understanding and skill acquisition by completing projects
3. \* Understand principles of the production process

\*Asterisk Indicates Essential Learning Outcomes

16. Are there any skill set changes or wording alterations you believe need to be made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 17. Does your institution offer a course that may align to the above CTAG course?

- ☐ Yes
- ☐ No

10. CTMDA003

\* 18. What is the name and number of the course at your institution that may align to CTMDA003?

\* 19. How many credit hours are awarded for this course?

### 11. CTMDA004

Please review the following information for this currently approved CTAG course:

#### **CTMDA004 - Multi-Media Production for the Web**

General Course Description: This course is designed to integrate a variety of production techniques that include audio, video and still image acquisition and manipulation, as well as, the creation and use of animation, and graphic design to develop interactive websites. Course will present an overview of principles, techniques and tools for multimedia production and distribution. Aspects of visual aesthetics and theory, lighting, cinematography, audio acquisition, non-linear audio/video editing, simple animation design, and interactive interface should all be addressed. Student must be provided an opportunity for a variety of hands-on exercises and projects.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Apply skills in audio/video acquisition and editing as it applies to the web
2. \* Apply skills in still image acquisition and manipulation as it applies to the web
3. \* Choose appropriate media and design an interactive website
4. \* Demonstrate basic skills in graphic design and animation as it applies to the web
5. \* Demonstrate creative collaboration and storytelling in a multimedia environment as it applies to the web
6. \* Understand principles of the production process as it applies to the web
7. \* Understand relationships among aesthetics, narrative, and technologies in multimedia production as it applies to the web

\*Asterisk Indicates Essential Learning Outcomes

20. Are there any skill set changes or wording alterations you believe need to be made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 21. Does your institution offer a course that may align to the above CTAG course?

☐ Yes

☐ No

12. CTMDA004

\* 22. What is the name and number of the course at your institution that may align to CTMDA004?

\* 23. How many credit hours are awarded for this course?

13. CTVDI001

Please review the following information for this currently approved CTAG course:

**CTVDI001 - Design and Typography Fundamentals**

General Course Description: This course introduces students to typography and how to use typography as a critical part of page layout. As they continue to build upon the concept of type and the basic principles of designing with type. This course trains students to define how the printed or viewed page looks as an integrated graphic element.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Analyze typographic and design vocabulary to discuss application of design principles and analyze solutions to design problems.
2. \* Develop a completed design and type project.
3. \* Employ strategies for choosing appropriate type.
4. \* Identify the basic fundamentals of typographic design.
5. \* Recognize characteristics of type and how its functions in relationship to anatomy, measurements, and classification.

\*Asterisk Indicates Essential Learning Outcomes

24. Are there any skill set changes or wording alterations you believe need to made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 25. Does your institution offer a course that may align to the above CTAG course?

- ☐ Yes
- ☐ No

14. CTVDI001

\* 26. What is the name and number of the course at your institution that may align to CTVDI001?

\* 27. How many credit hours are awarded for this course?

15. CTVDI002

Please review the following information for this currently approved CTAG course:

**CTVDI002 - Fundamentals of Advertising and Communication**

General Course Description: Course will focus on the importance, power and dynamics of visual design directed to a specific target audience. Visual communication in relationship with advertising takes on many forms in graphic design, poster design, interior and exterior environmental design, digital painting, logo development, brand identity, outdoor advertising, web page development and digital photography.

Credits: 3 Semester Hours

Learning Outcomes:

1. \* Analyzing the power of visuals in advertising campaigns through research.
2. \* Demonstrate effective application of core visual communications concepts through various advertising tactics.
3. \* Design, develop, and produce effective visual communication strategy for the purpose of advertising.
4. \* Discuss and review effective logos, images, and type in advertising: print ads, posters, outdoor and interior environments, digital paintings, and websites.
5. \* Understand principles of advertising and visual communications and the key roles of advertising as a business process.

\*Asterisk Indicates Essential Learning Outcomes

28. Are there any skill set changes or wording alterations you believe need to be made to the learning outcomes in the above CTAG course? If yes, please explain below.

\* 29. Does your institution offer a course that may align to the above CTAG course?

- ☐ Yes
- ☐ No

16. CTVDI002

\* 30. What is the name and number of the course at your institution that may align to CTVDI001?

\* 31. How many credit hours are awarded for this course?



17. Additional Comments

32. Are there additional comments that you would like to make about the current CTAG courses in Media Arts and Visual Design & Imaging?

18. Thank You!

**Thank you for completing this survey.**

**If you have any questions regarding this survey, please contact Ben Parrot at [bparrot@highered.ohio.gov](mailto:bparrot@highered.ohio.gov).**